MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/ 2018

BMK2044 – MARKETING COMMUNICATION

(All sections / Groups)

12 OCTOBER 2017
2.30 pm – 4.30 pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page) with 5 Questions only.

2. Answer **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Discuss how the implications of the social consumer decision journey framework process might differ for a marketer of a high involvement product such as a tablet computer versus a company marketing a low-involvement product such as a soft-drink or paper towels.

(Total 20 marks)

QUESTION 2

Discuss the various elements of the communications process. Give an example of an advertising campaign being used by a company and analyze this campaign in terms of these elements of the communications process.

(Total 20 marks)

QUESTION 3

Choose any TWO of the advertising execution techniques and provide examples of advertisements that are using them. Discuss why the marketers might be using these particular ad execution techniques.

(Total 20 marks)

QUESTION 4

Direct marketers are very good at determining the effectiveness of their programs. Explain how direct marketers measure effectiveness, and how they use the consumer funnel for this purpose.

(Total 20 marks)

QUESTION 5

Whether the firm is spending millions of dollars or thousands, this decision will have a direct impact on the success of the communications program. There are two common approaches that marketers use in establishing their budgets. Discuss these TWO approaches with appropriate examples.

(Total 20 marks)

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